



WGAL
1300 Columbia Avenue
Lancaster, PA 17603
Main: (717)393-5851
Billing: (410)338-6432

www.thewgalchannel.com

Billing Address:

Mentzer Media Services
Attention: Accounts Payable
600 Fairmont Ave
Suite 306
Towson, MD 21286

Send Payment To:

WGAL
P.O. Box 26878
Lehigh Valley, PA 18002-6878

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
969836-1	11/11/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WGAL	Mary Tricoli	HRP -Washington	National

Advertiser	Product	Estimate Number
60 Plus Association	60 PLUS ASSOCIATION	86

Flight Dates	Order #	Alt Order #
11/01/12 - 11/06/12	969836	06401394

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
1021		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
3	11/02/12	11/02/12	M-F News 8 at 6p	6-630p	----1--	:30	1	\$4,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----1-- 1 \$4,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL F 11/02/12 6:13 PM M-F News 8 at 6p 6-630p :30 SPA 12 TV 18 \$4,400.00 NM									
5	11/04/12	11/04/12	NBC Meet the Press	10-11a	-----1	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----1 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL Su 11/04/12 10:59 AM NBC Meet the Press 10-11a :30 SPA 12 TV 18 \$1,800.00 NM									
7	11/05/12	11/05/12	M-F 12-12:30p News	12-12:30p	1-----	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL M 11/05/12 12:21 PM M-F 12-12:30p News 12-12:30p :30 SPA 12 TV 18 \$1,000.00 NM									
8	11/05/12	11/05/12	M-F 5-6p News	5-6p	1-----	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL M 11/05/12 5:25 PM M-F 5-6p News 5-6p :30 SPA 12 TV 18 \$3,000.00 NM									
9	11/05/12	11/05/12	M-F News 8 at 6p	6-630p	1-----	:30	1	\$4,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$4,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL M 11/05/12 6:13 PM M-F News 8 at 6p 6-630p :30 SPA 12 TV 18 \$4,400.00 NM									
10	11/05/12	11/05/12	M-Sun Nightly News	630-730p	1-----	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL M 11/05/12 7:25 PM M-Sun Nightly News 630-730p :30 SPA 12 TV 18 \$3,000.00 NM									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.



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Lehigh Valley, PA 18002-6878

DUPLICATE INVOICE

Invoice # 969836-1	Invoice Date 11/11/12	Invoice Month November 2012	Invoice Period 10/29/12 - 11/06/12
Advertiser 60 Plus Association	Product 60 PLUS ASSOCIATION	Estimate Number 86	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
10	11/05/12	11/05/12	M-Sun Nightly News	630-730p	1-----	:30	1	\$3,000.00	NM
11	11/06/12	11/06/12	M-F News 8 at 5a	5-6a	-T-----	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 1 \$600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL Tu 11/06/12 5:44 AM M-F News 8 at 5a 5-6a :30 SPA 12 TV 18 \$600.00 NM									
12	11/06/12	11/06/12	M-F News 8 at 6a	6-7a	-T-----	:30	1	\$2,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 1 \$2,400.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL Tu 11/06/12 6:55 AM M-F News 8 at 6a 6-7a :30 SPA 12 TV 18 \$2,400.00 NM									
13	11/06/12	11/06/12	NBC Today Show II	9-10a	-T-----	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 1 \$900.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL Tu 11/06/12 9:56 AM NBC Today Show II 9-10a :30 SPA 12 TV 18 \$900.00 NM									
14	11/06/12	11/06/12	M-F 11-12P	11A-12P	-T-----	:30	1	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 1 \$450.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL Tu 11/06/12 11:23 AM M-F 11-12P 11A-12P :30 SPA 12 TV 18 \$450.00 NM									
Total Spots							10		

Payment Terms 30 Days

<u>Gross Total</u>	\$21,950.00
<u>Agency Commission</u>	\$3,292.50
<u>Net Amount Due</u>	\$18,657.50



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600 Fairmont Ave
Suite 306
Towson, MD 21286

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DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
969841-1	11/11/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WGAL	Mary Tricoli	HRP -Washington	National

Advertiser	Product	Estimate Number
60 Plus Association	60 PLUS ASSOCIATION	45

Flight Dates	Order #	Alt Order #
11/01/12 - 11/06/12	969841	06401396

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
1021		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
2	11/02/12	11/02/12	M-F 5-6p News	5-6p	----1--	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----1-- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL F 11/02/12 5:45 PM M-F 5-6p News 5-6p :30 SPA 12TV 17H \$3,000.00 NM									
6	11/04/12	11/04/12	Sa/Su News 8 at 6	6-630p	-----1	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----1 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL Su 11/04/12 6:19 PM Sa/Su News 8 at 6 6-630p :30 SPA 12TV 17H \$1,500.00 NM									
7	11/05/12	11/05/12	M-F 12-12:30p News	12-12:30p	1-----	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL M 11/05/12 12:30 PM M-F 12-12:30p News 12-12:30p :30 SPA 12TV 17H \$1,000.00 NM									
8	11/05/12	11/05/12	M-F 5-6p News	5-6p	1-----	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL M 11/05/12 5:56 PM M-F 5-6p News 5-6p :30 SPA 12TV 17H \$3,000.00 NM									
9	11/05/12	11/05/12	M-F News 8 at 6p	6-630p	1-----	:30	1	\$4,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$4,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL M 11/05/12 6:24 PM M-F News 8 at 6p 6-630p :30 SPA 12TV 17H \$4,400.00 NM									
10	11/05/12	11/05/12	M-Sun Nightly News	630-730p	1-----	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL M 11/05/12 7:12 PM M-Sun Nightly News 630-730p :30 SPA 12TV 17H \$3,000.00 NM									

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DUPLICATE INVOICE

Invoice # 969841-1	Invoice Date 11/11/12	Invoice Month November 2012	Invoice Period 10/29/12 - 11/06/12
Advertiser 60 Plus Association		Product 60 PLUS ASSOCIATION	Estimate Number 45

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
10	11/05/12	11/05/12	M-Sun Nightly News	630-730p	1-----	:30	1	\$3,000.00	NM
11	11/06/12	11/06/12	M-F News 8 at 5a	5-6a	-T-----	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL Tu 11/06/12 5:13 AM M-F News 8 at 5a 5-6a :30 SPA 12TV 17H \$600.00 NM									
12	11/06/12	11/06/12	M-F News 8 at 6a	6-7a	-T-----	:30	2	\$2,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 2 \$2,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL Tu 11/06/12 5:59 AM M-F News 8 at 6a 6-7a :30 SPA 12TV 17H \$2,400.00 NM 2 WGAL Tu 11/06/12 6:42 AM M-F News 8 at 6a 6-7a :30 SPA 12TV 17H \$2,400.00 NM									
13	11/06/12	11/06/12	M-F 11-12P	11A-12P	-T-----	:30	1	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL Tu 11/06/12 11:56 AM M-F 11-12P 11A-12P :30 SPA 12TV 17H \$450.00 NM									
Total Spots							10		

Payment Terms 30 Days

<u>Gross Total</u>	\$21,750.00
<u>Agency Commission</u>	\$3,262.50
<u>Net Amount Due</u>	\$18,487.50